Becca Mayall
Graduation Collection

Basic overview

I’m designing a print collection for swimwear
- 5 themes, inspired by different stages of ageing
- 5 swimwear outfits > one outfit for each theme
- 12-15 prints for each theme, shown on the outfit
- Outfits are made on CLO3D > only digitally, not physically

What I need:
- A video/animation/something digital to present my work. It can be short/long, animated, avatar rendering/choreography, quirky, anything. I’m open to ideas, but the basic need is to have an innovative digital way to present the prints/CLO avatars/themes. It’s important to show the atmosphere of each theme

What it will be used for:
- Exhibition on 11th June > it will be shown on a large screen for the exhibition visitors
- Final assessment of collection on 20th June
Theme 1 - inspired by newborn
1 CLO swimwear outfit and 12-15 prints

CONCEPT+FEELING
soft, fresh, gradient, naivety

EXAMPLE of some of my current prints, and the prints shown on the CLO avatar swimwear outfit
Theme 2 - inspired by puberty
1 CLO swimwear outfit and 12-15 prints

CONCEPT+FEELING
chaotic, colour blocking,
2D vs 3D

EXAMPLE of some of my current prints,
and the prints shown on the CLO avatar swimwear outfit
Theme 3 - inspired by age 15-25
1 CLO swimwear outfit and 12-15 prints

CONCEPT+FEELING
energetic, technicolour, graphic, sporty

EXAMPLE of some of my current prints, and the prints shown on the CLO avatar swimwear outfit
Theme 4 - inspired by pregnancy
1 CLO swimwear outfit and 12-15 prints

CONCEPT+FEELING
watercolour, soft, cell division

EXAMPLE of some of my current prints,
and the prints shown on the CLO avatar swimwear outfit
Theme 5 - inspired by old age
1 CLO swimwear outfit and 12-15 prints

CONCEPT+FEELING
fragile, refined, textural, gentle

EXAMPLE of some of my current prints shown on the CLO avatar swimwear outfit